GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA

UNSTARRED QUESTION NO:2846
ANSWERED ON:02.08.2002
DEMAND AND SUPPLY OF BEVERAGES
SUSHIL KUMAR SAMBHAJIRAO SHINDE

Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

(a) whether the Indian whisky, beer and wines are in great demand in the USA and Europe;

(b) if so, the steps taken by the Government to promote these beverages globally;

(c) whether any orders have been received from the above countries for the supply of beverages; and

(d) if so, the details thereof?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY(SHRI RAJIV PRATAP RUDY)

(a) to (d) The Indian spirit and beverages are getting popular in the USA and Europe.The Government through APEDA is providing financial assistance to the exporters under the scheme of Export Promotion and Market Development.Export statistics of Beer made from malt, wine and whisky to USA and Europe for the last two years is as under:-

Year	Value (Rs. Lakhs)
2000-01 (April-March)	736.24
2001-02 (April-Feb.)	492.68

(Source: DGCI&S)